



Right Place. Right Size.

Delaware Business Marketing Program

April 3, 2014

The Delaware Business Marketing Program figures shown below reflect the total contributions and expenditures for April 1, 2013-March 31, 2014.

Contributions Received:

The total contribution received April 1, 2013 – to date is \$10,000.

Total Expenditures:

The total expenditures for April 1, 2013 – to date for the Business Marketing Program is \$198,245.16

MARKETING PROGRAM ASSESSMENT

The Strategic Communications team of the Delaware Economic Development Department provides communications and marketing support for business attraction, retention and expansion and for new and existing financial and educational programs.

Through the marketing program, the team develops and implements comprehensive communication plans. Using public relations, advertising, marketing, social media and the web, the team works to integrate all of DEDO's programs and efforts to:

- Promote a favorable vision of Delaware
- Create new communication opportunities and leverage existing opportunities/relationships
- Define strategic, actionable goals and an implementation approach and plan
- Design, prepare and execute strategic communications
- Design marketing materials





Location Advisor Outreach

In an effort to promote Delaware's unique business advantages such as its Northeast corridor market access, talented and educated workforce, favorable tax climate and business-friendly government, one aspect of the marketing program focuses location advisor outreach.

DEDO continues to build strong relationships with this increasingly important group of influencers who advise corporations on site location decisions. Communication efforts continue to be enhanced to include regular e-newsletters announcing Delaware news (recent company announcements – available facilities and property, expansions and/or relocations – that speak to the state's economic development success), targeted luncheon events with the Governor (NYC/Philly/Chicago), and personal meetings (NYC/Philly/Chicago/DC). As a result of this outreach, the number of *Requests for Information* that DEDO receives continues to grow.

Additionally, DEDO – in partnership with Bank of America – is preparing to host another webinar targeted to location advisors. DEDO's last webinar – in partnership with Capital One – received rave reviews from participants, resulted in enhanced relationships with current advisors, and provided DEDO the opportunity to connect with new location advisors.



Requests for Information

The marketing program plays a vital role in DEDO's mission of attracting new investors and businesses to the state, promoting the expansion of existing industry and improving employment opportunities for all Delawareans. Every *Request for Information* that DEDO receives a personal and customized response. The Strategic Communications team works in collaboration with key teams within DEDO to prepare a response that specifically meets the needs of the client. The team also provides supporting materials, promotional items, etc to further enhance the relationship between DEDO and the client.



Website Development

DEDO's website and sub-sites have historically been created and managed in-house. The layout, graphics, design, content and coding have been handled by DEDO's web developer in collaboration with the Strategic Communications team. The website is continuously updated to appeal to location advisors, company executives, and entrepreneurs to reflect why Delaware is the *Right Place* and the *Right Size* to start, relocate or expand their business. In addition to DEDO's main website, sub-sites for individual programs (SSBCI, DRIP, DCAP, Project Pop-up, etc) are also created through the business marketing program. These sub-sites will continue to be created and maintained in-house; however we have partnered with DCI and ab+c and are in the process of revamping DEDO's main website to better meet the needs of those looking to start, locate, or expand a business in Delaware.

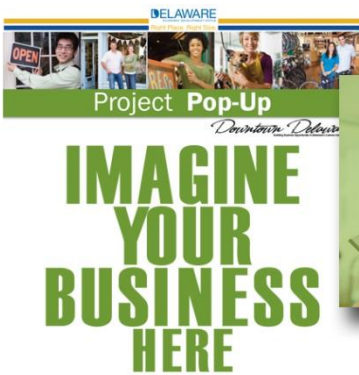
Utilizing DCI's economic development marketing expertise, in partnership with ab+c's local creative experience in Delaware, DEDO is working with DTI and other agencies as we redesign the economic development website for Delaware. This revamp includes navigation, content, design and functionality.

Concurrent with the website overhaul, the partnership of DEDO, DCI and ab+c are collaborating to further enhance DEDO's marketing efforts. New print materials, designed to meet a variety of the state's business marketing needs, will align with DEDO's new online messaging. We believe that the synergy between these two projects will greatly heighten the awareness that Delaware is the ideal place to start, locate or expand a business.



Entrepreneurial Support

The marketing program is designed to support DEDO's Entrepreneurial & Small Business efforts by promoting the tools and educational opportunities available through DEDO's resources and partners. For example, in August 2013, DEDO partnered with Delaware Technical Community College for continued delivery of the Kauffman FastTrac program. DEDO supports the program through annual funding, oversight, and marketing support. FastTrac is designed to help entrepreneurs, veterans, and proprietors of minority and woman-owned businesses hone the skills needed to create, manage and grow successful businesses in Delaware. The marketing program creates maximum awareness of the overall through advertising, media pitches, email blasts, flyers, and video testimonials.



Downtown Delaware

DEDO's Downtown Delaware program provides Delaware's historic downtowns, communities, and small businesses with tools to revitalize their commercial districts, increase entrepreneurial opportunity, and enhance quality of place. Last fall, Downtown Delaware launched *Project Pop-Up*, an innovative initiative intended to stimulate entrepreneurial activity and reduce downtown vacancies.

Project Pop-Up was designed to provide several Delaware entrepreneurs an opportunity to be "open for business" in select downtowns by offering commercial space, rent-free for three months during the holiday season. The uniqueness of this project required implementing a variety of marketing techniques – radio ads, videos, photography, on-site window posters, website design, QR Codes, press releases and media pitches. Entrepreneurs participating in this initiative experienced such success that many of the businesses in these temporary locations committed to long-term leases.

DELAWARE
WORKFORCE DEVELOPMENT TEAM

education creates opportunity

The Delaware Governor's Education Grants are programs designed to help Delaware residents build a better career through education.

The Governor's Education Grant for Unemployed Workers
This program provides Delaware residents with up to \$2,000 per year to learn a new skill, upgrade a current skill or earn a certificate or degree.

The Governor's Education Grant for Working Adults
This program provides Delaware residents, who are working, with up to \$2,000 per year to attend school part-time to learn a new skill, upgrade a current skill or earn a certificate or degree.

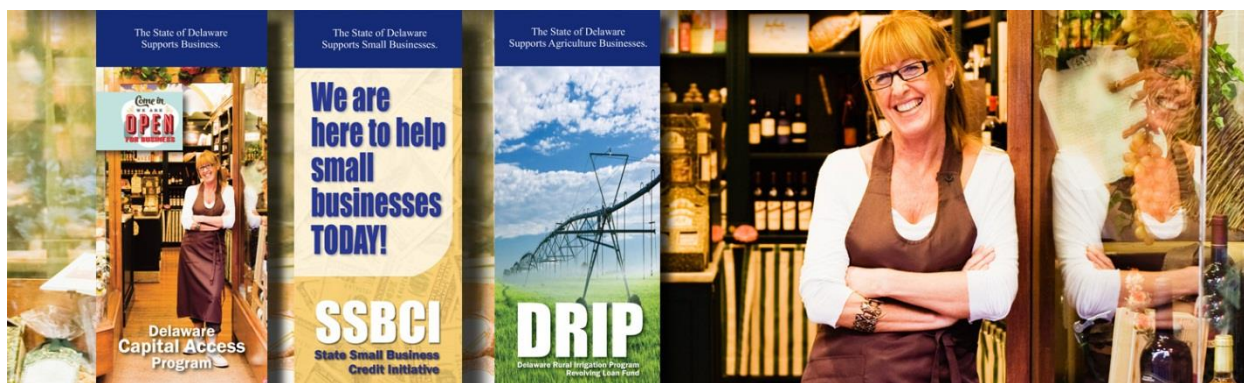
Funded by DEDO and administered by The Higher Education Office

DELAWARE
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Find out how you can qualify today at: www.doe.k12.de.usdheo/grants or call 302.577.5240 or 800.292.7935 (outside New Castle County).

Workforce

DEDO's Workforce Development team helps Delaware employers build a competitive workforce by upgrading and retaining valued workers through customized training programs that build employee competencies. In addition to customize training, the marketing program promotes workforce training for valuable skills such as welding, lean manufacturing, capital efficiencies, leadership and software training through brochures, flyers and the website.



Financial Programs

The Delaware Strategic Fund is the state's primary funding source. The fund provides low-interest loans and grants to businesses for job creation, relocation and expansion through programs such as: the State Small Business Credit Initiative (SSBCI), Delaware Rural Irrigation Program (DRIP), and Delaware Capital Access Program (DCAP)

Through the marketing program, customized websites are created for the above programs. Additionally the marketing program targets banks, businesses and farmers through video testimonials, print advertising, brochures, and prepared presentations and symposiums.

SPONSORSHIPS



WinterFest
Tabletop & Networking Expo

December 12
5:00 - 8:00 pm

Hilton Wilm/Christiana

FREE for members!

DELAWARE
Financial Literacy Institute
The Money School™

ShowWorks

PEOPLE WORKING HARD FOR PEOPLE.



THANK YOU.

DELAWARE
ECONOMIC DEVELOPMENT OFFICE

Right Place. Right Size. *Right People.*

CONGRATULATIONS TERRI KELLY, PRESIDENT AND CEO OF WEL GORE & ASSOCIATES

Sponsorships

DEDO is often asked to support business and community events and/or programs. Participation in such events can promote and enhance economic development and tourism activities within the state of Delaware. In return, DEDO receives recognition for its support before and during the event. Through the marketing program, the Strategic Communications team may prepare exhibits, supply promotional items, customized program ads and logos to support the event/program while promoting DEDO's programs.